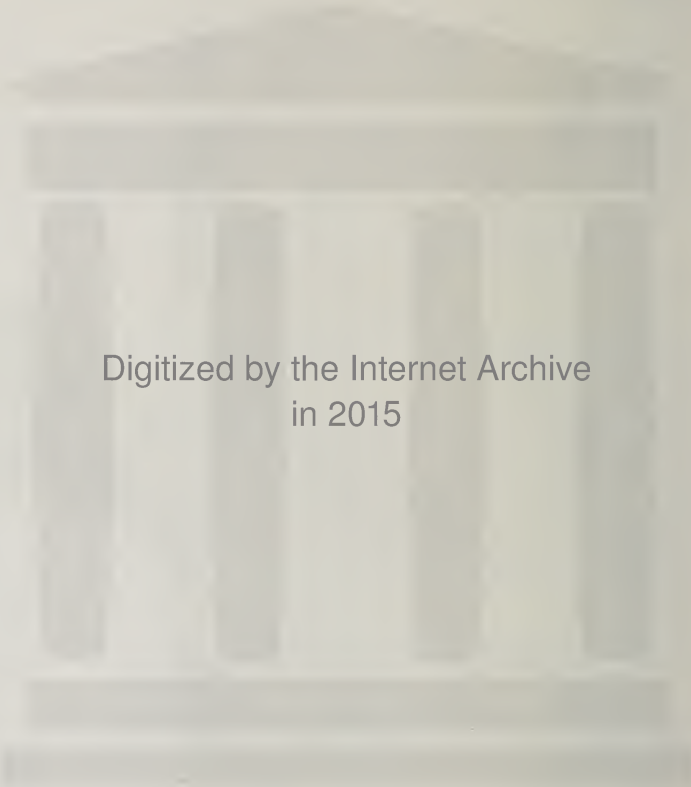


Business Programmes Spring & Summer 1974

119 St. George Street, Toronto, M5S 1A9, Ontario Tel: 928-2400



University of Toronto
Division of University Extension



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BUSINESS PROGRAMMES

SPRING AND SUMMER 1974

GENERAL INFORMATION

Dates Most spring courses begin Monday, April 1; any variations are shown with individual course descriptions.
All courses meet twice weekly, consisting of 20 2½-hour sessions.
The Victoria Day class (May 20) will be held on Tuesday, May 21.

All summer courses begin in mid-June. Details are to be announced later.

All seminars begin Saturday, March 23. Each seminar consists of 6 consecutive Saturday classes.

Location St. George Campus, University of Toronto
Classroom locations will be provided with the receipt, upon registration.

Fees All spring and summer course fees are \$100.00.
All seminar fees are \$150.00.

Fees are **not refundable** after the second session.
An administrative fee of \$10.00 is charged for all refunds for courses, and \$25.00 for all seminars.

Admission Requirements Courses and seminars have no admission requirements or academic prerequisites.

ALL COURSES AND SEMINARS ARE OPEN TO ANY INTERESTED PERSON.

Student Counselling Week Programme advisers and counsellors will be available for consultation without appointment at 119 St. George Street from 5.00 pm until 8.00 pm, Monday to Thursday evenings, from March 18 until March 21, 1974. Opportunities to discuss course content, seminars, certificate programmes, etc., in greater detail will be available at this time.

Additional Information If you require brochures, application forms, or any general information about our Spring and Summer 1974 Programme, telephone 928-2400.

SPRING 1974 PROGRAMMES

I Institute of Canadian Bankers — Fellows' Programme in Banking

This programme consists of ten courses designed to provide formal education for men and women who wish to prepare themselves for responsible positions in banking. A certificate of achievement is awarded by the Institute of Canadian Bankers upon successful completion of each part of the programme.

LETTER OF ACCOMPLISHMENT

Business Management (Administration)
Fundamentals of Accounting

AICB

Communications and Interpersonal Relations
Economics — an Introduction
Financial Accounting and Analysis

FICB

Marketing Systems

OPTIONS

Canadian Business Law
Decision-Making Tools for Business
Interviewing and Counselling
Investment Management
Labour Relations
Management Principles and Organizational
Behaviour

Registration

Candidates for admission to the programme should apply through the personnel department of the bank in which they are employed. Enrolment forms should reach the Division of University Extension by March 22, 1974. Early application is advised.

Special Seminars

There are three seminars which will be offered in the spring from March 23 to April 27, 1974. They will be running for 6 consecutive Saturdays: Canadian Financial Management, Canadian Marketing Management, and Communications and Interpersonal Relations. See the last pages for details.

II Canadian Studies in Business

This programme is designed to be of maximum pragmatic value and relevance to those already working in any area of commercial enterprise in Canada, or for those who plan to enter the field. It is ideally suited for those with a previous university academic background in a non-business area who would like to acquire the skills necessary to operate at a more effective level. It is also suited for businessmen from the U.S.A., Europe, Asia, or any other foreign country, who are interested in learning how business operates in Canada. The programme will present economic, fiscal, legal, governmental, and behavioural perspectives of the Canadian business environment.

The student is required to take a group of five courses. The student will design his own learning plan by selecting from the courses offered any five which meet his educational and business needs. There are no exemptions permitted in the courses. It is designed so that the student may complete it over a two to three year period. A certificate will be awarded by the Canadian Manufacturers' Association (Toronto chapter).

CANADIAN STUDIES COURSES

Canadian Business Law
Economics — an Introduction
Fundamentals of Accounting
Investment Management
Labour Relations

OPTIONS (only 1 of which may be taken)

Business Management
Communications and Interpersonal Relations
Compensation Management
Decision-Making Tools for Business
Financial Accounting
Interviewing and Counselling
Management Principles and Organizational Behaviour
Marketing Systems
The Personnel Function

Special Seminars

There are three seminars which will be offered this spring from March 23 to April 27, 1974. They will be running for 6 consecutive Saturdays: Canadian Financial Management, Canadian Marketing Management, and Communications and Interpersonal Relations. See the last pages for details.

III Chartered Institute of Secretaries and Administrators

The spring programme offers four courses which are similar in interest to ones required by the Chartered Institute of Secretaries and Administrators. They are acceptable as the first part of a programme leading to the designations:

Associate Chartered Institute of Secretaries
Fellow Chartered Institute of Secretaries

The Chartered Institute of Secretaries and Administrators is an international, professional organization of executive administrators. It has membership in many countries. People proceeding to the designations offered must register with the Institute and proceed to a programme of study as outlined in material from the Institute.

The four courses available this spring, with Chartered Institute titles in brackets, are:

Economics — an Introduction	(Principles of Economics)
Canadian Business Law	(Principles of Law)
Fundamentals of Accounting	(Principles of Accounting)
Business Management	(Principles of Administration)

More information on the full programme leading to designations given by the Institute are available from them. Many of the courses will be similar to those given in the larger fall programme of the Business section of the Division of University Extension. Write or telephone:

Chartered Institute of Secretaries and Administrators
34 King Street West
Toronto, Ontario
M5H 1R7
(416) 363-8925

IV Human Resource Development Programme (formerly Manpower Development Programme)

This programme, leading to a certificate in Human Resource Development, is designed to provide training in the fields of employee development and training as part of a programme of practical, professional career development. It is intended for people working in these fields of management who wish to improve their competence and qualifications, or for those interested in this area who intend to enter the field and who seek professional qualifications. A certificate will be awarded by the Ontario Society of Training and Development. Membership in this organization is not essential prior to undertaking this programme.

The student may take any course, as part of or independent of, any programme. Candidates for the certificate should be employed in the training area or be planning to enter this field, and must obtain a 'C' grade (60%), or better, in at least four of the six courses, and a pass in all of them.

ONTARIO SOCIETY FOR TRAINING AND DEVELOPMENT

This Society brings together individuals from throughout Ontario who share a common interest in the field of training, personnel development, and organizational development.

The key function of the Society is that of a catalyst; it provides a vehicle for establishing contacts, exchanging ideas, and sharing experiences in such areas as: technical training, sales training, supervisory and management development, organizational development, community development, training methods, and technology.

OPTIONS

Communications and Interpersonal Relations
Economics — an Introduction
Interviewing and Counselling
Labour Relations
Management Principles and Organizational Behaviour
The Personnel Function

Special Seminar

There will be a special seminar, Communications and Interpersonal Relations, which will be offered in the spring from March 23 to April 27, 1974. It will be running for 6 consecutive Saturdays. See the last pages for details.

V Industrial Marketing Certificate Programme

This Industrial Marketing Programme has been designed to provide a firm theoretical and practical base for individuals who choose to increase their professional knowledge and competence in the marketing function in general, and in industrial marketing, advertising, and sales in particular.

A certificate of achievement will be awarded by the Industrial Marketers of Toronto upon successful completion of the required courses. Membership in the association is not required for admission into the programme. Candidates for the certificate should be employed in industrial sales, advertising, marketing, or any related work, and must obtain a 'C' grade (60%), or better, in at least four of the six courses, or equivalents, and a pass in all of them.

OBLIGATORY

Marketing Systems

OPTIONS

Communications and Interpersonal Relations
Decision-Making Tools for Business
Economics — an Introduction

Special Seminar

There will be a special seminar, Canadian Marketing Management, offered in the spring from March 23 to April 27, 1974. It will be running for 6 consecutive Saturdays. See the last pages for details.

VI Personnel and Industrial Relations Programme

This programme, leading to a certificate in Personnel and Industrial Relations, is designed to provide training in the fields of personnel and industrial relations as part of a programme of professional career development. It is intended for people working in these fields of management who wish to improve their competence and qualifications, or for those interested in this area who intend to enter the field and who seek professional qualifications. Certificates will be awarded by the Personnel Association of Toronto and the International Personnel Management Association (Toronto Chapter). Membership in these organizations is not essential prior to undertaking this programme.

The student may take any course, as part of or independent of, any programme. Candidates for the certificate should be employed in the personnel area or be planning to enter this field, and must obtain a 'C' grade (60%), or better, in at least four of the six courses, and a pass in all of them.

OBLIGATORY

Labour Relations (for those interested basically in Industrial Relations)
Management Principles and Organizational Behaviour (for those interested basically in Personnel Relations)
The Personnel Function

OPTIONS

Communications and Interpersonal Relations
Compensation Management
Decision-Making Tools for Business
Economics — an Introduction
Interviewing and Counselling

Special Seminar

There will be a special seminar, Communications and Interpersonal Relations, which will be offered in the spring from March 23 to April 27, 1974. It will be running for 6 consecutive Saturdays. See the last pages for details.

COURSE DESCRIPTIONS

ACCOUNTING AND FINANCE COURSES

Fundamentals of Accounting

This introductory accounting course is designed to acquaint the student with the basic principles, conventions, and postulates of accounting theory. Special attention will be placed on the understanding and preparation of the balance sheet, income statement, and source and application of funds statement.

To enable students to gain the maximum benefit from this course, consideration will also be given to the practical business applications of accounting theory and its relevancy to modern business activity. Use will be made of special exhibits and assignments derived from Canadian financial and industrial enterprises, with the intent of kindling considerable in-class discussion.

For those students who, because of business or other reasons, are forced to miss some classes, audio-cassette recordings of the previous week's lecture and class discussion will be made available by the instructor as the course proceeds.

Instructor H. R. Brown, Co-ordinator Branch Development,
Toronto Dominion Bank

J. S. White,
Division of University Extension,
University of Toronto

Text White, J. S., *Canadian Financial Accounting*

Time Monday and Thursday 6.30-9.00 pm
April 1 to June 6

Place To be announced

Financial Accounting and Analysis

The purpose of this course is to give those business people with some knowledge of accounting a greater understanding of the problems involved in the analysis and interpretation of financial statements and the techniques of financial control.

The area of financial analysis examines such topics as: generally accepted accounting concepts; underlying assumptions, composition, and limitations of financial statements; interpretation of financial statements; the concept of fund flows; determination of fund needs and various sources; the analysis of corporate statements with a view to evaluation and problem isolation and solution.

Instructor J. Rogers, Comptroller,
M. D. S. Health Group Limited

Text Anthony, R., *Management Accounting: Text and Cases*

Time Monday and Thursday 6.30-9.00 pm
April 1 to June 6

Place To be announced

Investment Management

The course is designed to give a thorough introduction to the ways in which money can be invested and made to grow. Students will learn how to invest in securities, real estate, and private businesses. The greatest emphasis will be in the area of stocks and bonds, where topics will include definitions of terms used in the investments industry, how to analyze financial statements, bull and bear trends in the stock and bond markets, going public and new issues, short selling, technical analysis, mining and oil stocks, and present value calculation.

The course will also examine the areas of commodities trading, real estate and mortgages, how to evaluate and buy an existing business, and capital gains accounting. Guest lecturers will include professionals in law, accounting, investment research, mutual fund management, commodities, and real estate.

The emphasis will be on the practical. There will be a final exam.

Instructor William E. Burt, Registered Representative,
Moss, Lawson & Co. Ltd.

D. S. Soloman, Barrister and Solicitor

Text To be announced

Time Monday and Thursday 6.30-9.00 pm
April 1 to June 6

Place To be announced

BUSINESS ADMINISTRATION

— LAW —

ECONOMICS COURSES

Business Management

This course is designed to give participants a knowledge of the many factors involved in the management of business. It covers all factors contributing to the successful operation of business organization.

The course examines the administrative processes of planning, organizing, directing, controlling, staffing, leading, and measuring. Business operations of companies are explained with reference to such departments as finance, personnel, marketing, production, advertising, and others.

Lectures, discussions, readings, and a limited number of case studies will be used.

For those students who, because of business or other reasons, are unable to attend this course on a regular basis, or for those who just miss a class, audio-cassette recordings of the previous week's lecture and class discussion will be made available by the instructor as the course proceeds.

J. F. Lowery, Administrative Assistant,
University of Toronto

Instructor S. R. Maxwell, Professor,
Faculty of Management Studies,
University of Toronto

Text To be announced

Time Monday and Thursday 6.30-9.00 pm
April 1 to June 6

Place To be announced

Canadian Business Law

This course is intended to furnish students with a general understanding of law and to help them avoid legal pitfalls which commonly arise in business. It is designed primarily for persons in financial institutions but should be of use to all business people. The course consists of a general introduction to commercial law, its history and administration. Special attention will be given to contracts, bills of exchange, security documents (other than land security documents), and to the protection of property rights through the laws of patents, trademarks, torts, and insurance. Certain statutes of special interest and the law relating to corporations, bankruptcies, and civil remedies will be reviewed. Students will analyze and formulate practical solutions for legal problems and participate in lecture discussions and seminars.

Instructor J. I. Stewart, Q.C., Special Lecturer,
University of Toronto

Text Smythe, J. E. and Soberman, D. A., *The Law and Business Administration in Canada*, Prentice-Hall

Time Monday and Thursday 6.30-9.00 pm
April 1 to June 6

Place To be announced

Economics — an Introduction

The elements of economic theory will be developed and illustrated with reference to contemporary economic problems. Lectures will include discussion of such questions as the following: How are prices determined? What is the national income and what determines its growth? How is the distribution of the national income determined? What does the supply of money have to do with inflation?

An additional voluntary 10 hours has been added to the course to allow the student to adequately review the material and discuss it with the instructor to better facilitate the student's understanding of the subject.

Instructor W. H. Merritt, Assistant Treasurer,
Philips Electronics Industries Ltd.

Text Stager, David, *Economic Analysis and Canadian Policy*,
Butterfield & Co.

Time Monday and Thursday 6.30-9.00 pm
April 1 to June 6

Place To be announced

INTERPERSONAL RELATIONS

— PERSONNEL —

ORGANIZATIONAL BEHAVIOUR COURSES

Communications and Interpersonal Relations

The purpose of this course is to increase the student's knowledge, understanding, and skill in communicating effectively.

Concepts and processes of face-to-face communications, and communication in small and large groups, are examined in depth. Additional topics to be covered are the mechanics and problems of oral and written communications, and the relationship between communications and behaviour.

Some techniques will be developed to help overcome barriers to effective communication and to improve communication skills. Emphasis is placed on practising these skills in writing, speaking, and listening.

Instructor A. Collaco, Manager,
 Professional and Management Resources Department,
 Ontario Hydro

Text No text is required.

Time Monday and Wednesday 6.30-9.00 pm
 April 1 to June 5

Place To be announced

Compensation Management

The objectives of this course are to provide a good grounding for those who may be involved in the design, development, installation, and/or administration of compensation systems. The course will cover advantages and disadvantages of various approaches to job evaluation, individual rating, and incentive schemes, in relation to different organization and social or occupational environments. It will also deal with the fundamentals of job definition, job specification, wage and salary surveys, rating criteria (job and individual), and indirect compensation.

Instructional methods will include assigned text readings, lectures, class discussions, group exercises, case studies, and role playing.

Instructor W. G. Johnson, Salaries and Benefits Department,
Ontario Hydro

Text Belcher D. W., *Wage and Salary Administration*, Prentice-Hall

Time Monday and Wednesday 6.30-9.00 pm
April 22 to June 26

Place To be announced

Interviewing and Counselling

This course is designed for those persons who are working as interviewers or counsellors, and for those who view the interview as an important auxiliary skill required in their job. Supervisors, managers, and personnel workers should find the skills gained in this course particularly useful.

Course content will include both theory and practice with emphasis on application. Students will be given the opportunity to practice these skills in the classroom setting through role playing, observation, and practice exercises. The types of interviews covered will be those commonly used in a business and industrial setting: employment, termination, corrective, promotion, appraisal, and counselling.

Registration is limited to 30 participants.

Instructor I. Goldman, Manager,
Manpower Planning Department,
Canadian Imperial Bank of Commerce

Text To be announced

Time Monday and Thursday 6.30-9.00 pm
April 1 to June 6

Place To be announced

Labour Relations

This course is primarily for people in industry who now carry responsibilities for decisions in personnel administration, particularly where collective bargaining is a factor.

The topics covered will include the history of the trade union movement and labour legislation, particularly in Canada, with a more detailed examination of the Ontario Labour Relations Act and its procedures. Comparisons will be made with other provincial and federal legislation, highlighting recent legislative developments in the field. Negotiations, including conciliation procedures, and the administration of collective agreements, including arbitration, will be covered, together with a study of some of the more important portions of the collective agreement.

The sessions are of a work-session nature, wherever practical in order to develop an understanding of the problems which both union and management bring to the labour relations situation, and of the environment in which they operate.

Instructor F. Wm. Murray, Industrial Relations Consultant,
 F. Wm. Murray and Associates Ltd.

Text Chamberlain, N. W. and Kuhn, J. W., *Collective Bargaining*,
 McGraw-Hill

Time Monday and Wednesday 6.30-9.00 pm
 April 1 to June 5

Place To be announced

Management Principles and Organizational Behaviour

This course is designed to give a practical examination of the process of management. Well-established principles and practices of management, as well as new insights from the behavioural sciences and decision-making theory, are examined, discussed, and tested, with a view to their practical application in the manager's day-to-day situations.

The course will be divided into three general areas. The first will deal with the theory, principles, and practices of the managing process, and the various management functions will be reviewed and discussed in a critical manner.

The second area will examine how recent studies in the field of behavioural science and decision-making can apply to management situations, Macgregor's 'x' and 'y' theory, Blake's Managerial Grid, Gellerman's Motivation, Argyris' Interpersonal Skills, Likert's Human Assets, and Herzberg's Job Enrichment will be presented and discussed.

Finally, considerable emphasis will be given to practical applications of the subject matter through case studies which will reflect the manager's role in entrepreneurial situations.

Instructor W. R. Jack, Assistant Dean,
Faculty of Management Studies,
University of Toronto

R. M. Morrison, Professor,
Faculty of Management Studies,
University of Toronto

D. A. Ondrack, Professor,
Faculty of Management Studies,
University of Toronto

J. P. Siegel, Professor,
Faculty of Management Studies,
University of Toronto

Text Luthans, Fred., *Organizational Behaviour*, McGraw-Hill, 1973

Time Monday and Thursday 6.30-9.00 pm
April 1 to June 6

Place To be announced

The Personnel Function

This course is designed to provide an understanding of the activities, systems, and concepts within the personnel function of an organization. This course normally interests people with responsibilities in personnel administration. All aspects of personnel management are explored with emphasis on relating principles, policies, and procedures to specific situations encountered within organizations.

Topics include organization of personnel, leadership and communication, staffing the organization, employee benefits and personnel services, performance appraisal, training and development, compensation, government legislation, organization planning, and personnel research.

Instructor To be announced

Text Bass and Vaughan, *Training in Industry*, Wadsworth

Dunnette, *Personnel Selection and Placement*, Wadsworth

French, *The Personnel Management Process*, Houghton Mifflin

Time Monday and Thursday 6.30-9.00 pm
April 1 to June 6

Place To be announced

MARKETING COURSES

Marketing Systems

This course covers the fundamental elements of marketing within the context of a rapidly changing business environment. Cases are used to complement discussions and lectures to provide an understanding of contemporary marketing problems. Emphasis is placed on the development and integration of the overall marketing plan.

Up to a few years ago, economic, technological, and competitive conditions had far more of an impact on business than the slow pace of social change. Today buying decisions depend as much on social factors as on the desirability of the product.

Time-pressed businessmen will become acquainted with relevant literature and examine modern marketing techniques related to the need to get the market system to respond to changes in current use patterns.

Instructor D. E. Simon, Lecturer,
Ryerson Polytechnical Institute

Text Galbraith, J. K., *The New Industrial State*, Houghton Mifflin

Reich, C. A., *The Greening of America*, Random House

Toffler, A., *Future Shock*, Random House

Time Monday and Thursday 6.30-9.00 pm
April 1 to June 6

Place To be announced

MANAGEMENT SCIENCE COURSES

Decision-Making Tools for Business

This course is ideally suited for people in business, industry, and government, wishing to gain an understanding of the fundamental concepts of financial and investment analysis. The course begins with topics on simple and compound interest, and develops logically to annuities, bonds, and project evaluation. Topics on make or buy decisions, depreciation and discounted cash flow, will be examined in some detail. The cost-benefit decision-making approach will also be evaluated in terms of its applicability and usefulness for business and industry. The course will be valuable not only as an aid for business decision-making, but in evaluating and solving personal financial decisions as well.

The emphasis of the course will be on problem-solving, and an attempt will be made to work through a number of actual problems using the case method. No prerequisites beyond grade 12 algebra are assumed.

Instructor N. Kristoffy, Economist,
Ministry of Treasury, Economics and Intergovernmental Affairs,
Government of Ontario

Text P. M. Hummel and C. L. Seebeck, *Mathematics of Finance*,
McGraw-Hill, 1971

Time Monday and Thursday 6.30-9.00 pm
April 1 to June 6

Place To be announced

SEMINARS

CANADIAN FINANCIAL MANAGEMENT

CANADIAN MARKETING MANAGEMENT

COMMUNICATIONS AND INTERPERSONAL RELATIONS

These seminars are uniquely designed for those individuals who wish to take a fall course credit in a greatly reduced period of time. The seminars which have been especially designed for this purpose consist of 6 consecutive Saturday sessions from March 23 to April 27, 1974. All seminars will run from 9.00 am to 5.00 pm each Saturday. Classes will be kept small and a group orientation will predominate. Fees for each seminar are \$150.00 and include all textbooks, course notes, audio-cassettes, and meals. All seminars will be held on the St. George Campus of the the University of Toronto. These seminars are open to all. There are no admission requirements or academic prerequisites.

SEMINAR I CANADIAN FINANCIAL MANAGEMENT

For full course credit in the Fellows' Programme
in Banking and Canadian Studies in Business

This is a specially designed seminar covering all aspects of Canadian financial accounting, management accounting, Canadian business finance with special attention to the applications of theory to Canadian business practice. Evaluation will be based on assigned team case studies which will require little outside-class work.

As part of the learning resources each student will receive a bound collection of especially prepared course notes on each topic covered, a set of audio-cassette tapes covering numerous critical issues, as well as all required texts, which will belong to each student. The method of presentation will include lectures, case studies, and group problem-solving sessions.

Topics covered during this seminar will include: preparation of all the financial statements, acquisition of capital assets, capital cost allowance, inventory valuation, accounting for inflation and price level changes, financial statement analysis, accounting for taxation and bankruptcy, accounting control systems, budgeting and forecasting, capital budgets, profit planning, cost and product costing, capital expenditure decisions, sources of funding, rate of return on investment, capital markets theory, cost of capital corporate finance, leverage, portfolio analysis and investment management, and the analysis and evaluation of stock growth.

Resource Team L. Ginsberg, C.A.,
Comptroller,
Maher Shoes Limited

L. Gould, Assistant Professor of Finance,
McMaster University

K. Gregory, M.B.A.,
Teaching Master Corporate Finance,
George Brown College

H. Teckert, M.B.A., R.I.A.,
Teaching Master Finance and Accounting,
George Brown College

SEMINAR II CANADIAN MARKETING MANAGEMENT

For full course credit in the Fellows' Programme
in Banking, Canadian Studies in Business, and
Certificate in Industrial Marketing

This is a specially designed seminar covering all aspects of Canadian marketing management, promotional management, Canadian consumer behaviour and marketing research, with special attention to the applications of theory to Canadian business practice. Students will be evaluated on the basis of case study assignments completed as part of a team. Little outside-class work will be required.

As part of the learning resources, each student will receive a bound collection of especially prepared notes on each topic covered during the seminar, a set of audio-cassette tapes covering numerous critical issues, as well as all required texts which will belong to each student. The method of instruction will include lectures, case studies, and group discussion sessions.

Topics covered during this seminar will include: the marketing concept, marketing strategy and tactics, marketing mix, social issues in marketing and consumerism, marketing research systems and models, research instruments and tools, new product development, industrial marketing, pricing distribution strategies, promotion, media selection, consumer behaviour, market segmentation, cultural variables, and service marketing.

*Resource
Team*

L. Berk, M.B.A.,
Senior Market Research Analyst,
Ontario Hydro

H. R. Brown, M.B.A., F.I.C.B.,
Manager, Branch Development,
Toronto Dominion Bank

D. Simon, M.A.,
Co-ordinator of Marketing,
Ryerson Polytechnical Institute

SEMINAR III COMMUNICATIONS AND INTERPERSONAL RELATIONS

For full course credit in the Fellows' Programme in Banking, Canadian Studies in Business, Personnel and Industrial Relations, Human Resource Development, and Certificate in Industrial Marketing

This is a seminar specially designed to increase the student's knowledge, understanding, and skill in communicating effectively. Concepts and processes of face-to-face communications, and communications in small and large groups will be examined in depth. The mechanics and problems of oral and written communications, and the relationships between communications and behaviour, will also be covered.

Some techniques will be developed to help overcome barriers to effective communication and to improve communication skills. This will include transactional analysis and sensitivity training. Emphasis will be placed on practicing these skills in writing and listening. All students will be video-taped and audio-recorded to see themselves as others see them and hear themselves as others hear them.

All course materials will be supplied and will include a substantial amount of written notes and audio-cassettes to be kept by the student.

<i>Resource Person</i>	A. Collaco, Manager, Personnel and Management Resources, Ontario Hydro
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33 Address: Number & Street 66 Apt 67 68 69 70

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14	Employer's Name										33	Business Telephone				40	41	46	Local

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Day Month

67 Date 70

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Office use only

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	Date	No.
67	70	

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SUMMER ☐
(if available)

Course Title

Mr¹ ☐ Ms² ☐ 1 2 Surname

31 First Name

57 Apt 67

66

81

82

33 Address: Number & Street

76

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1 Postal Code 6

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40 Present Position

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French and English Language Summer Schools

These courses are from four to eight weeks' duration and are offered each year during July and August. Adults wishing to become bilingual will find these intensive programmes worthwhile not only as language learning experiences but also for their enjoyable social and cultural components. The French Language Summer School is located at Saint-Pierre et Miquelon (a North American archipelago which is the oldest of the overseas territories of France). Toronto is the site of the English Language Summer School.

Transactional Analysis and Adult Education

Transactional Analysis (TA) has achieved widespread popularity as a therapeutic approach in counselling and guidance. However, TA has been demonstrated also to be of great value to those responsible for programme planning and development and for the evaluation and analysis of small group process.

In this workshop, participants will have an opportunity to experience and apply TA principles to programmes which they will design, as well as to group experiences which will be created for them.

The objective of the workshop is to equip participants with a functional model for the design, analysis, and evaluation of adult learning experiences. At the conclusion participants will be able to apply TA concepts in ways which will facilitate communication, agenda building, creativity, and motivation.

Instructor David S. Abbey, Professor of Adult Education

Ronald H. T. Owston, Director of Training

Fee \$125.00

Date April 18-April 20, 1974

Further information is available at 928-2400.

